

Pearson Arab World Publishing Program

Robbins, Coulter, Sidani and Jamali: Management

Pearson has developed the Arab World Publishing Program – a series of new and adapted textbooks especially created for students studying in the Arab region.

The first title from the series is Robbins and Coulter, Management, adapted by Sidani and Jamali. With an emphasis on real people, this book provides powerful insights into the practices of Arab businesses. Readers will learn how to be successful managers by considering authentic examples from managers operating in both major indigenous Arab companies, as well as international companies trading in the Arab world.

Featuring:

- Examples from leading Arab and international companies such as Aramex, Orascom, Microsoft, Xerox, Syriatel, Emaar and many others
- “Meet the Manager” – bringing different management approaches to life through personalities and opinions
- “End of Part Interviews” with top names in management
- Revised language, making it easier for non-native English speakers to comprehend

This book is accompanied by the same supplementary support you have come to expect from Pearson, including adapted PowerPoint slides, instructor manual, test bank generator and online tutorial and homework system, MyManagementLab.



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www.pearsoned.co.uk/AWE-management/chapter



“ The best book in teaching the principles of management has just improved with a contextualization to the Arab world. One of the features of textbooks that originate in North America or Europe is that, while they are strong in conceptual and academic content, some students may not be able to identify well with the examples given or some of the concepts delivered. This is why the Arab edition keeps the essence of the content in the original edition but also integrates important adjustments that are more in line with local and regional needs and challenges. ”

Stephen P. Robbins and Mary Coulter.

For more information about any of the Arab World Editions please visit
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